



FASHION INTERNATIONAL

NEWS AND VIEWS OF THE INTERNATIONAL FASHION WORLD

FEBRUARY/MARCH '92

"YOUR SHOW OF SHOWS"

Question:

What are Canada Mode, Donna Moda, Fashion Coterie, Fashion Expose, International Fashion Boutique Show, and Showroom?

Answer:

Womenswear trade shows, offering increasing opportunities to the manufacturers & retailers, held concurrently in New York.

CANADA MODE, in its third edition, showcases 36 Canadian better, bridge, and designer collections. Sponsored jointly by the Canadian Consulate, the provincial governments of Ontario and Quebec, and by industry manufacturers, the show covers a wide range of categories, outerwear and dresses to sportswear. "Canada Mode was established to provide a platform to show buyers Canadian resources at one convenient location," explains commercial officer, Mary Allan. "The first show was a test to see if the concept

would work, and the response was good. The second show, last September, which featured Spring/Summer merchandise drew a wide range of buyers from 26 states. We were very happy with the results. We are looking forward to a similar response with the upcoming show." She adds, "we have expanded the show by adding another floor. If we continue to get a positive response from the Canadian manufacturers and the U.S. buyers, we hope to expand even further."

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ROSE MARIE WOULFE

EASING INTO SUMMER

Easy shapes and fluid lines describe Summer '92. In a season where designers feel free to have a little fun, Seventh Avenue stays close to the basics. Classics are reinterpreted with a modern approach to color and prints. Fabrications breathe, and are lightweight yet durable. As for the silhouette, there are skirts, pants, shorts, and dresses in all shapes and styles. The body is accentuated but not trapped, and length is no longer an issue.

AUGUSTUS by Andrew Morgan presents an extensive collection of smart suits and separates. Jackets come in every style from bright one-button asymmetric closures to the classic navy blazer with a pocket crest. Fabrics range from 100% wool

crepe and gabardine to lightweight viscose blends, while colors are offered in every shade imaginable. The most notable pieces in this collection are the vests; long, fitted and sometimes embroidered, these vests are pivotal. When they are worn under a jacket as part of a suit, or worn alone over pants, showing just enough skin, the look is very European. In 100% silk dupioni, it is most effective in a tone-on-tone combination (in neutral shades of natural, beige, taupe, sand, coral, stone, and tan).

ROSE MARIE WOULFE is back in business. After terminating her partnership three years ago, she is now part of The Next Generation

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DONNA MODA, in its 17th edition, features approximately 30 exhibitors, exclusively Italian manufacturers of better and bridge collections. Mounted twice a year (Spring/Summer, Fall/Winter), the show is organized and sponsored by the Italian Trade Commission, who also organize Uomo Moda, the Italian menswear show. "The purpose of Donna Moda is to promote Italian industry apparel and to allow U.S. retailers the possibility of shopping Italian manufacturers. The show comprises both established and new resources. "Usually, 40% of the companies are new to Donna Moda each season," explains Isabelle Hornbuckle, trade analyst for the Italian Trade Commission.

FASHION COTERIE's philosophy, according to E.N.K. Productions, the organizers of this womenswear and accessories exhibition, "is to present a juried roster of international collections - diversified in design, yet consistent in quality - to the sophisticated retailer and editor." Premiering in March 1986 with 22 directional companies, it is now approaching its 13th season with a membership of 150 designers. **NOUVELLE COUTURE**, a division of Fashion Coterie which partly subsidizes young, avant-garde talent for two consecutive seasons, was formed in September 1986 with 11 companies. Currently, Nouvelle Couture features 12 designers. Their average attendance is 3,500 buyers and editors from 36 states and 15 foreign countries.

FASHION EXPOSE debuting on February 23, highlights 50 better/bridge/designer collections, featuring dresses, eveningwear, sportswear, casualwear, suits, knitwear, outerwear, and leatherwear. Both Janice Aria and Joanne Roaman, the show's organizers, are experienced buyers. "Unlike other womenswear trade show organizers, we currently are buyers and are in the market daily. We are aware of what both the manufacturers and the retailers look for in a New York trade show," they state. Their criteria for pleasing the retailer includes featuring only "better" collections, a show setting that is

open in style within an elegant environment, and a location that is close to the market. And according to Roaman, they also offer diversity, with the ratio of U.S. to European exhibitors being 70% to 30% respectively.

THE INTERNATIONAL FASHION BOUTIQUE

SHOW, established in 1969 by Alan and Harold Larkin, was in response to the growing demand for youth-oriented clothes. Last Fall, they increased the yearly frequency of their show with the addition of an October show, geared to last minute

Holiday buyers and also offering some Spring/Summer merchandise. The upcoming 60th edition is showcasing Fall I for the first time, which is an innovation for the company. According to Melissa Morse, the show's promotion manager, there are several reasons to break with tradition. "The primary reason is that we have a large number of buyers and manufacturers who could and would buy, and manufacture in advance of the season, instead of on top of it. There was also a niche in the market at the time. When the Pret was dissolved, it left a void in the market-

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WHO TO CONTACT

CANADA MODE: Mary Allan, Canadian Consulate, (212) 827-4355

DONNA MODA: Isabelle Hornbuckle, Italian Trade Comm. (212) 980-1500

FASHION COTERIE: E.N.K. Productions, (212) 759-8055

FASHION EXPOSE: Janice Atia, (212) 644-0822

INT'L FASHION BOUTIQUE SHOW: Melissa Morse, 1(800) 869-7469

SHOWROOM: Patricia Tubiana, (212) 924-1940

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showroom and designing under her own name. Her small distinctive collection is made up of fourteen pieces which include city suits and dresses. Sculpted shapes in embroidered silk dupioni result in modern pieces with a romantic touch. A notched collar dress, in linen weave silk, has a peplum drop waist giving the illusion of a suit. A little less serious is the hip length trench jacket (in gold, orange, black, pink, plaid), with signature cutout back and tie belt, paired with capri pants.

At **CARMELO POMODORO**, inspiration comes from the sea. A wide-leg "dockside pants" and double-breasted halter dress is in chalk white or indigo 100% silk. The "fisherman's lace" seaside tank dress is in an all cotton lattice weave lined with a rayon faille, and also available in chalk white or indigo. Unusual fabric details add interest to the line, such as the striped silk organza used

to back a vest, or the natural colored raffia replacing the waistband on slim pants and the straps of a fitted dress.

Cotton gauze is the fabric of choice at **HINO & MALEE II**. White, nautical blue, and vermilion color the loose fitting shapes shown with tie closures and asymmetrical hemlines. Bodywear, consisting of unitards, leggings, skirts, and tank tops, in black or white cotton/Lycra, complements the collection. A ribbon trim detail, in a free-spirited abstract design, embellishes the tops.

For **A LINE ANNE KLEIN**, hand-painted denim makes a statement this season. Bold strokes of black and ivory, in a primitive print, are splashed across pants and jean jackets. These pieces work with a variety of separates in linen, raffia, silk twill, and a danskin supplex. Iridescent pieces, such as sarong skirts and tank tops, add a sense of

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ACCENTUATE THE POSITIVE PART II

BOTH ON AND OFF THE RUNWAY, IF SPRING ACCESSORIES ARE FUN, FANTASTIC, OR FRIVOLOUS, THEY WORK!

Sporty leathers and exotic skins add polish to Spring's belt picture. They set off the new full-skirted dresses and longer skirts . . . ADRIENNE VITTADINI's sheer navy organza shirt and crepe trousers punctuated by a gold kid belt. . . ZANG TOI's chocolate stretch twill shirt dress sporting a stunning brown leather belt, detailed with gold lion head door knockers. . . To a bold per-simmon linen blazer and shorts, REGINA PORTER adds a woven leather belt in gold. . . CARMELO

POMODORO's new black bodyhose unitard accentuated by a four-strand silver/jet jeweled belt slung at the hip.

Let's have a show of hands for the wide array of gloves this season. Options range from sheer net to gleaming satin. IKRAAM shows short pink lace gloves to match a proper A-line lace dress. . . BILL BLASS prefers bi-colored red and white kid shorties with his stripe/windowpane crop trouser suit. For

evening drama, gauntlets of black suede and crushed red satin pair with a simple black satin coatdress. . . Black and white polka dot gloves (by Daniel Storto) accompany BOB MACKIE's black silk crepe organza ruffled chemise. . . ZANG TOI's 8-button sheer dotted lace adds drama to a medallion lace mandarin jacket and gold bugle beaded "goddess" dress, and his above the elbow red stretch satin gloves — sexy when worn with a lacquer beaded and embroidered gown.

"Your Show of Shows" continued from page 3

place which afforded us the perfect opportunity." Morse states that last year's smaller version of the show was very well received. The categories of womenswear and accessories the Boutique show features run from moderate to better, with approximate breakdown of 60% apparel, 30% accessories, and 10% jewelry. "Typically, our (larger) shows have some 3,000 lines with 2,000 exhibitors. For the upcoming Fall I show, we anticipate around 800 lines and 500 exhibitors," states Morse. She explains that they expect 75% of their exhibitors to be U.S. based. "However, often these exhibitors import their products from South America, the U.K., Asia, Italy, and France for distribution here," adds Morse. "The upcoming Fall I show still reflects the mood of the larger Fashion Boutique shows," she states. "There will be some avant-garde looks, some surprises, some emerging designers, and some classics. It will cover all categories and a range of price points, but we don't anticipate many designer collections."

SHOWROOM premiered last year and drew an excellent response from buyers, according to Patricia Tubiana, fashion director. This, the second edition, will house exhibitors from 80 to 90 companies, the major-

ity of them American. "Not all exhibitors are from the U.S., but most of them are. . . this was not by design, it just worked out that way," explains Tubiana. The collections run from better through designer price points, with "novelty" as the emphasis. "We're not concerned with staples, or the commercial, but more with items that will make a store tick," states Tubiana. "Basically, Showroom is an alternative to existing venues. We're the only show that is dedicated to womenswear. . . we feature no accessories. We feel that in the '90s there is a need to be more focused." She continues, "we provide buyers with collections you just can't find every-

where — they come from Pennsylvania, Utah — many of them don't have showrooms in New York. Tubiana also explains that there are no commercial companies featured in the show. "They are mostly people who don't have large production facilities. It's a small, exclusive, intimate show, but we provide a great variety within its scope." She points out that Showroom management likes the intimacy they have achieved, and that the buyers find it easier to shop in the smaller environment. "We have no plans to expand," she concludes, "we intend to keep it small."

	SHOW DATES IN NY	FUTURE '92 DATES
CANADA MODE	Feb. 23-25, Rihga Royal	TBA (approx. late Sept.)
DONNA MODA	Feb. 23-25, Waldorf-Astoria	TBA (approx. late Sept.)
FASHION COTERIE	Feb. 23-25, Hotel Plaza	Sept. 20 - 22
FASHION EXPOSE	Feb. 23-25, Hotel Macklowe	TBA (approx. late Sept.)
FASHION BOUTIQUE	March 7-10, Javits Conv. Ctr.	5/30-6/2; 8/29-9/1; 10/17-20
SHOWROOM	Feb. 23-25, Parker Meridien	9/20 - 22

BEAUTIFUL BODYWEAR FOR THE BODY BEAUTIFUL

Designers celebrate the body beautiful this season. Boldly patterned and colored workout wear will certainly make those hours spent at the gym more bearable. For awhile now, the emphasis in styling has been to go beyond the merely functional to the fashionable. What works best today are garments that integrate with a woman's total working wardrobe — items that possess wit, wearability, and fashion savvy.

This summer, an all important concept is layering. Designers freely mix colors, textures, prints, and silhouettes with abandon and come up with a unique look that goes beyond the expected. Some of the "must have's" include GILDA MARX's glossy full-footed tights in a range of colors, and HUE's cuffed leggings in geranium or white/black polka dots. Either of these looks can transform a crisp white shirt into something special. Another way to play up the leg is with the bike length unitard. This silhouette is at the forefront of every bodywear collection. At JACQUES MORET, a solid navy tank "biketard" layers over a crop top in a striking navy/white batik print. JUMPING JOY recolors a teal/cream plaid for their "Madonna length" unitard, and adds button flaps and jean detailing. The bike unitard goes "Afro-chic" at BARYSHNIKOV. His ethnic print in indigo on white is accented at the square neck and legs with bands of silver foil printing. JOSEPH KALI offers up a hint of the '60s with his hot pink or lime biketard decorated with three black plastic flowers on the wide hipband. This is strictly for the very young. Finding favor with a broad age category is the ubiquitous bike short. At GILDA MARX, her colorful "rhapsody" and "calypso" groups pair these pants with a T-back bra top (with strap support), or a shapely bustier bra top with a cutout T-back. Summer sportswear doesn't get any better than BONNIE

AUGUST's pink/white gingham check bike shorts and crop top. The shapely spaghetti strapped top molds to the body and features gingham cups and plaid banding, perfect on its own with a long chambray skirt.



Bodysuits are anything but basic this season. BONNIE AUGUST continues her winning streak with a white bustier suit with mesh yoke and sleeves. JOSEPH KALI adds wide bands of white rickrack across the cutout front bustline of his fuchsia bodysuit. The mock turtle-neck and short sleeves give it a city smart look. At DANSKIN, the all important thong leotard is given a fresh update in rosette/sunflower awning stripes. For the serious athlete, DANSKIN PRO offers a fig-

ure flattering color blocked halter tank, with cutout back. It comes in either a hot pink or sea combo.

The couch potato as well as the serious athlete will be turned out in stylish activewear next summer. She can expose as much or as little as she dares in BONNIE AUGUST's flared cotton mesh tunic, or HOT SOX's sizzling neon bright hot pants. Offering a jazzy take on walk shorts are the awning striped red/white or blue/white pair in C.A. SPORT's "playdate" group — great with the color blocked player cardigan and coordinating appliqued T-shirts? Designers are thinking mini skirts, pleated from a hip yoke at BARYSHNIKOV SPORT, flared in chiffon at JUMPING JOY, or best of all — GILDA MARX's French terry wrap in white or black, that simply ties around the waist like the most effortless sweater.

Other stylish activewear options include MARIKA's violet jersey romper and her orange cropped overalls with bronze button detailing. BARYSHNIKOV SPORT's jeans jacket is the perfect all-purpose cover-up for work or weekends. More casual are the pieces in AERODYNAMICS' transition "RHYTHM" group of color blocked separates. The hooded nylon Aerotex pullover jacket with zippered neck closure and center front pocket is sharp as a tack. Jolts of color are splashed diagonally across the front of MURELLI's zip-front jog set. Also at MURELLI's is a whole range of color saturated nylon sets, some with unusual pucker texture treatments on the jackets. Tapping into the trend towards bold graphics is C.A. SPORT with tongue-in-cheek T-shirt sets. Great looking are the colorful circus theme design and the fashion magazine print. These over-sizes tops are worn with solid pull-on pants in red or black.

DESIGNER FOCUS...

MARGOT

Margot Ittelson has made the transition from customized women's fashions to RTW designer and retailer in a short span of time and, seemingly, with ease. Her childhood was divided between London, England and Darien, Connecticut but, it was at FIT and Parsons in New York that she learned her skills. While studying, she apprenticed as an assistant at Polo/Ralph Lauren and at Josie Natori. Upon graduation, she became a design assistant at Gloria Sachs, all the while creating her own designs for herself and her friends. Inundated by the volume of personal requests, she decided to devote her time and energies to her own business. Just over a year ago, twelve of her designs were submitted to Bendel's, where they sold out in four days. In addition to Bendel's, her collection is now showcased at Saks and Neiman Marcus, as well as her own boutique in Southampton, N.Y. "I create clothes that I want to wear," explains Ittelson, "pieces that fit my lifestyle." Inspired by the likes of Moschino, her clothes incorporate whimsical, lighthearted touches. She describes her style as a "mixture of Doris Day meets Barbarella."

This talented newcomer blows a refreshing breeze through Spring '92 with elegant insouciance. The mood of the collection brings to mind the style and simple chic of Audrey Hepburn in "Breakfast at Tiffany's." Fabrics range from crisp linen piped with cotton pique in turquoise, pink, poppy, white, and black to black lace layered over white cotton pique. Also featured are tulle and raw silk in turquoise, cobalt blue, and pink, as well as a cotton/Lycra large '60s like floral pattern, and a gingham print lightweight wool in red or blue and white. The hemlines are firmly above the

knee. In the linen group, a trim, short sleeve black suit with contrasting white pique piping is accented with pearl daisy buttons at the closure and on the flap pockets. A similar color combination is featured in a little linen shift with bare back and side cutouts. Gingham print wool gets schoolgirlish in a shift with ruffled hem, cinched at the waist with a self-belt and bow. The same fabric is translated into a chic suit with elongated formfitting jacket which tops a box pleat skirt. Cotton/Lycra in a bright lime/red/yellow floral design appears as a mock turtleneck short sleeve romper, worn with matching short overskirt. This same pattern is also featured on capris, teamed with a turquoise linen collarless jacket with side vents and gold toned buttons. Black lace over white makes quite a statement in a double-breasted vest and matching cigarette pants, accented with feminine pink bows at the side slits. That combination also works on a one-shoulder sexy shift, this time with a larger pink bow at the shoulder. Turquoise silk looks vibrant in an evening ensemble comprising bustier and shorts, teamed with a cobalt blue flowing apron/skirt. The "blues" team up again in a silk shantung tank dress with short, full cobalt skirt and turquoise bodice, the waist emphasized with a wide silk belt.

Wholesale: \$20-\$340
530 Seventh Avenue
New York, N.Y. 10018
(212) 571-1545

IXSPA 2000

They say that imitation is the highest form of flattery, and if that's the case, Jamie Sadock, multi-talented designer for IXSPA 2000, should indeed be flattered. Her company has just won a lawsuit against a manufacturer who copied her unique designs. This marks the third lawsuit they have won for similar infringements. "I'm an artist, and the whole inspiration of the line is that I see clothing as being living canvases," says Jamie. Each print is first executed as a piece of art and then translated into fabric.



Some designs take two years to fully develop. Not surprisingly, every piece of artwork is copyrighted. "I do paintings in both oil and acrylic... with lots of surrealism," states Jamie. Her background, which includes both degrees in psychology and English, also includes a great deal of hands-on experience. "My father was in the business, he had a childrenswear line. I worked with him while applying to graduate school for a doctorate in clinical psychology," she explains. Then, while awaiting enrollment, she was offered and accepted an assistant designer position with a New York sportswear firm. Now a 19 year veteran of the fashion industry, she believes her success was due to building a solid foundation. "Peter Mahmet (president of IXSPA 2000) and I were at Le Coq Sportif together for about six years. When we left to start this company, we had a following and we did \$10 million in the first year. Customers knew that there was a consistency of design, quality, and delivery."

Her collection, which she describes as "high-end avant-garde resort wear for men and women." The womenswear collection is very flexible, designed to be worn on the tennis court and golf course, as well as for lunch and dinner occasions. For

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Spring, sandwashed silks, satins, and rayon blends are translated into easy activewear imbued with Southwestern like corals, icy blues, petunia, greens, and warm earth tones. Prints include "Atlantis" (an underwater-inspired motif in aquatic blues and greens), "Planateria" and "Galaxy" (sea blue, Apache, and olive drab harmonize in a pebble print), and "Batique" (a negative/positive print). Her skirt silhouettes are flippy dropped-yoke, pleated, and a velcro fastened wrap skirt. All are 13 inches at the front and 13½ at the back to accommodate pockets, making a handbag redundant! Topping these components are airy zip-front blouson-style jackets or a solid rayon/nylon blazer.

For Transition, colors range from soft mauve, blue ice, honey blossom, and white to cognac, sand, silver, olive drab, and black. Fabrics include



100% cotton pique, cotton jersey, trilobal crinkle nylon, crinkle nylon satin, Tactel crinkle nylon, poly whisper flannel, cotton poplin, and cotton/Lycra. Many of the basic silhouettes are carried forward together with a box pleat tennis skirt, golf shorts, tank tops, and a black cotton/Lycra body suit and leggings. Patterns range from "Optic" with graphic geometrical designs to "Synchronicity," a pop-art print incorporating the words "Sync" and the company name with a Jim Morrison-like face. The latter design appears on both the front and back of a sandwashed silk jacket, a cotton polo shirt, and a tank top in vibrantly colored combinations. Each and every item within the collection bears the company's logo, either embroidered or incorporated in the print.

Wholesale: \$9-\$97 (Silks to \$135)
80 West 40th Street
New York, NY 10018
(212) 764-9772

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lightness and provide contrast when paired with the stiffness of denim. Stretch denim is also available in a stirrup pants and skirt, in indigo only, and can be paired with chambray shirts or novelty tees.

EMANUEL BY EMANUEL

UNGARO is a whimsical collection focusing on prints and color. Plaids, florals, polka dots, and bandana prints are just a few of the patterns that are sometimes worn together or paired with solids. Bodies are primarily shapely with cropped jackets over body-hugging dresses, sarong skirts, and tight pants. Fabrics range from sueded silk and sheer organza to metallic leather and quilted denim. Surface interest comes in a variety of ways — two beaded sunflowers replacing the bodice of a dress or grommets all over a short denim skirt.

INTERNATIONAL DATELINE.

MARCH 1-2
SHOE MARKET

MIAMI

MARCH 6-9
MICAN-MODACALZATURE
(Footwear)

BOLOGNA

MARCH 7-9
PRATO EXPO
(Textiles, Woolen Blends)

FLORENCE

MARCH 7-10
INTERNATIONAL FASHION BOUTIQUE

NEW YORK

MARCH 7-12
DESIGNER RTW COLLECTIONS

MILAN

MARCH 8-11
IGEDO (Int'l Fashion Fair)

DUSSELDORF

MARCH 9-13
HOSIERY & ACCESSORY MARKET

NEW YORK

MARCH 9-11
FABREX
(Spring/Summer '93 Fabrics)

LONDON

MARCH 10-12
MODA-IN
(Shirtings, Knits, Wovens)

MILAN

MARCH 12-15
MAGIC
(Menswear & Women's Activewear)

LAS VEGAS

MARCH 13-16
DESIGNER RTW COLLECTIONS

LONDON

MARCH 14-17
PREMIERE VISION
(Spring '93 Fabrics)

PARIS

MARCH 14-17
INDIGO (Textiles)

PARIS

MARCH 15-17
MIDEC (Shoes)

PARIS

MARCH 15-17
CANADIAN INT'L WOMENSWEAR SHOW
(Fall/Winter '92)

MONTREAL

MARCH 18-25
DESIGNER RTW COLLECTIONS

PARIS

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